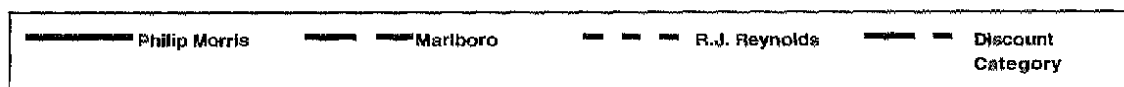
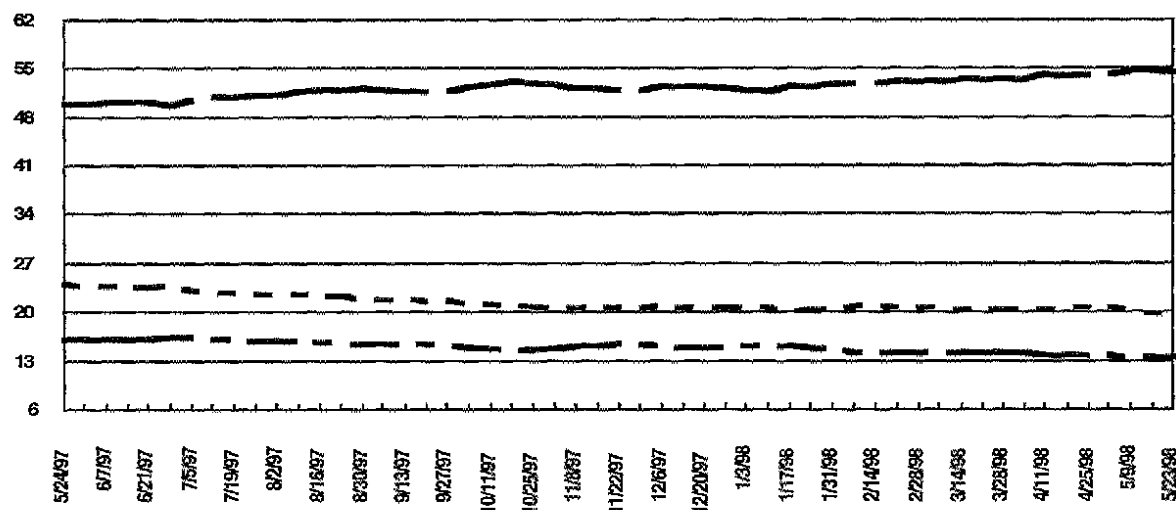
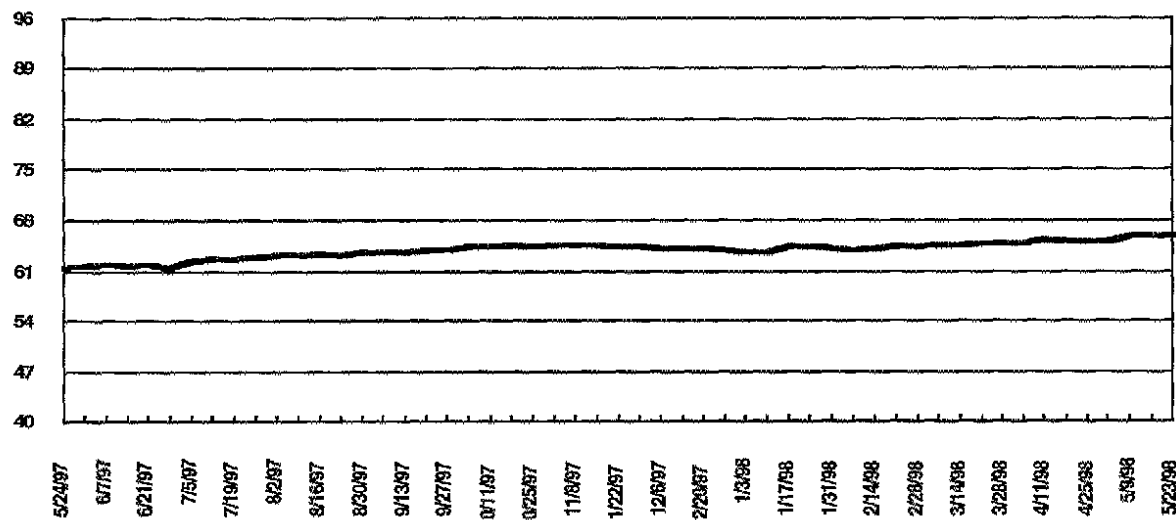


ATLANTIC RICHFIELD (G. Salvato) THROUGH W/E 5/23/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	65.00	65.71	62.61	65.37	2.77
Marlboro	53.76	54.36	51.00	54.03	3.02
OPB	6.91	6.86	7.81	6.86	-0.95
Basic	4.17	4.34	3.59	4.32	0.73
R. J. Reynolds	20.26	19.87	22.55	20.16	-2.39
Camel	10.25	10.26	10.02	10.30	0.28
Winston	3.77	3.80	3.02	3.74	0.72
Doral	1.24	1.18	1.08	1.31	0.23
B&W	10.05	9.82	10.06	9.83	-0.23
GPC	5.32	5.21	4.78	5.21	0.43
Lorillard	4.59	4.49	4.67	4.53	-0.14
Newport	4.07	4.01	4.02	4.03	0.01
Liggett Group	0.04	0.04	0.05	0.04	-0.01
Premium	86.16	86.45	84.32	86.19	1.87
Private Label	2.80	2.52	5.87	2.65	-3.22
Avg Ind CPW	126.74	131.97	138.45	128.69	-9.76
Avg PM CPW	82.38	86.72	86.68	84.13	-2.55
Avg Marl CPW	68.13	71.73	70.61	69.53	-1.09
# of Stores	944	944	938	944	6

Source: STARS Store Level Data

Leadership Accounts Package

2071850323